

ABSTRACT OF THE DISCLOSURE

A driving method for driving luminous elements has a luminous element provided at each intersection of anode lines and cathode lines arranged in a matrix. The anode lines are one of scan lines and drive lines and the cathode lines are one of other of scan lines and drive lines. The luminous element provided at an intersection of a desired drive line is driven to emit light in synchronism with scanning while scanning the scan lines at a specific frequency. When switching the scanning line, at least one of the scanning lines is first connected to a first voltage, and the remaining scanning lines are connected at the same time to a second voltage that is different from the first voltage.